HILL AND KNOWLTON, INC.

Confidential for Members

PR No. 13-60

INFORMATIONAL MEMORANDUM

March 31, 1960

Subject: Booklet, Florida & Tobacco

Copies of the attached booklet, Florida & Tobacco, are now being distributed. Steps being taken include:

1. Advance copies will go to some 460 media, press, radio and TV, in Florida and to the general press along with the attached press release.

2. Copies will be made available by the Institute to members of the Florida congressional delegation in Washington.

3. Distribution will be made in Florida to business associations and chambers of commerce, libraries, members of the state legislature, state-elected administrative and municipal officials, brokerage firms, specialty tobacco retailers and wholesalers, farm organizations, teachers of social studies, economics and history in Florida high schools and colleges, county agricultural agents, manufacturers of tobacco and to companies supplying the tobacco industry in Florida.

An additional quantity of the pamphlets will be available to those who request them.

Hill and Knowlton, Inc.
Public Relations Counsel
150 East 42nd Street
New York 17, N.Y.

cc: Tobacco Institute and TIRC Members
Public Relations Representatives
Legal Representatives
Community Relations Committee

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Source: https://www.industrydocuments.ucsf.edu/docs/yhcm0000